

REMARKS

Claims 2-6, 8-11, and 13-20 were previously pending. Claims 2, 8, 13, and 16 have been amended; and claim 9 has been canceled. Accordingly, claims 2-6, 8, 10, 11, and 13-20 are now pending.

Without conceding the merits of the rejections, applicants herein amend claims. Applicants reserve their right to pursue the claims as previously pending in a continuation application.

The claims were rejected under 35 USC 103(a) over various references. Applicants respectfully traverse the rejections.

Claims 2-6 now recite "Said information provider having stored therein latitude and longitude coordinates corresponding to the visitor's IP address." Applicants can find no teaching or suggestion in the applied references for this feature. Accordingly, claims 2-6 are allowable over these references.

Claims 8-11 recite "Separating said collected data, in real time, into two data subsets, a per-advertiser data subset, and a per-site data subset." The Office Action relies on Official Notice, without providing documentary evidence, for this feature. (Office Action, Page 11.) It is not appropriate for an Office Action to take official notice of facts without citing a prior art reference where the facts asserted to be well known are not capable of instant and unquestionable demonstration as being well-known. (MPEP § 2144.03.) According to the Office Action, "it is well known to separate collect (sic) data in two subsets such as per-advertiser and per-site data and to view this data separately on web pages in real time." However, the Office Action cites no prior art reference that teaches or suggests at least this feature. Nevertheless, applicants have amended the claims.

Claims 8, 10, and 11 now recite "plotting in real-time on a map indicia of each visitor's location wherein the location represents latitude/longitude coordinates

associated with the visitor's IP address." Applicants can find no teaching or suggestion for this feature in the applied references. Accordingly, these claims are allowable over the applied references.

Claims 13-15 now recite "Said user-specific data consisting of ad impressions, IP addresses of visitors and geographical data including geographic locations comprising latitude/longitude coordinates associated with IP addresses of said visitors." Applicants can find no teaching or suggestion for this feature in the applied references. Accordingly, these claims are allowable over the applied references.

Claims 16-20 now recite "Said enhanced data consisting of ad impressions, IP addresses of visitors and geographical data including locations of latitude/longitude coordinates associated with IP addresses of said visitors." Applicants can find no teaching or suggestion for this feature in the applied references. Accordingly, these claims are allowable over the applied references.

In view of the above amendments, applicants believe the pending application is in condition for allowance.

Please charge any deficiencies, or credit any overpayment, to our Deposit Account No. 50-0665, under Order No. 418268734US1 from which the undersigned is authorized to draw.

Dated: May 27, 2008

Respectfully submitted,

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